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ABSTRACT OF THE DISCLOSURE

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A vehicle umbrella holder has a substantially flat elongate base plate and a cover removably attached to the base plate to form a cavity therebetween for holding and supporting an umbrella. Preferably, the cover has a curved wall with one end open and the other end closed by an end wall. The base plate comprises a plurality of mounting interfaces that are adapted to mount the base plate to a wide variety of interior surfaces of a vehicle. Preferably, the base plate and cover are made of hard plastic material. A foam or sponge may be operably disposed in the cavity. According to preferred aspects of the invention, the mechanisms for mounting the base plate to the interior surface of the vehicle comprise adhesive-based mounting brackets, holes that are adapted to engage stretchable cord-like material (e.g., bungee cords), screw holes that are adapted to receive mounting screws therethrough, and possibly one or more hook and loop fastener elements. Such mechanisms enable the umbrella holder to be securely mounted to curved surfaces, flat surfaces, a sun-visor, or a seat within the vehicle.